

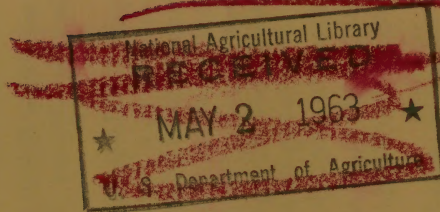
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H. V. LAWRENCE, INC.
The Cape Cod Nurseries
FALMOUTH, MASSACHUSETTS

Return Requested



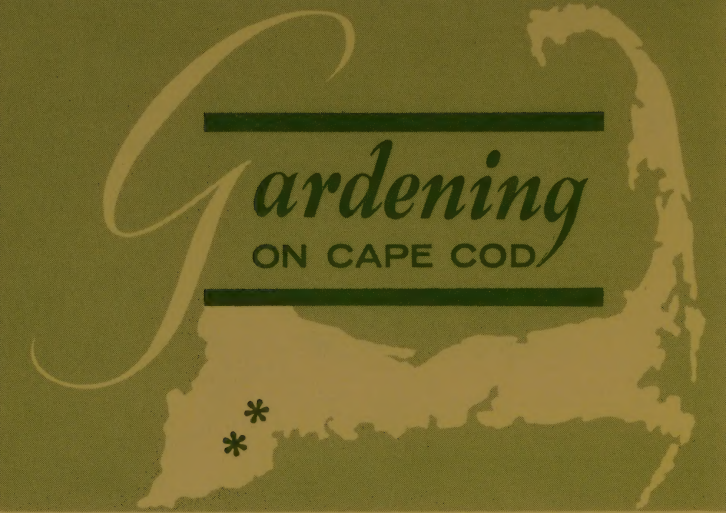
Gardening ON CAPE COD

April 1963



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Gardening

ON CAPE COD



APRIL 1963

It is Spring again — the ideal time of year for Planting.

You are one of over 40 million people in America actively interested in Gardening.

We at the Cape Cod Nurseries in Falmouth are the only nursery and landscape business on or near Cape Cod growing so great a variety of plant materials especially selected for successful use in this area.

Do come to our beautiful Gardening Center on Route 28 in East Falmouth, where you'll find all the better kinds of evergreens, flowering and shade trees, the best in roses, flowering shrubs, hedge plants, vines, ground-cover plants and fruit stock, as well as fertilizers, tools, seed, insecticides and everything you need for home gardening.

All our plants are **top quality, freshly dug or container-grown.** Prices compare favorably with other leading nurseries.

Every plant we sell is **guaranteed** through at least one full growing season.

And, most important, we offer you the experienced know-how of our horticulturally trained nursery sales force — friendly people, glad to advise and suggest the plants for the right places, and how to plant and care for them. "It pays to deal with people who know."

We cherish zealously our 77-year span of reliable competent horticultural service, and the confidence of thousands of well-pleased customers.

- *Spring is the time to plant.*
- *The Cape Cod Nurseries Gardening Center is the place to buy.*
- *Our major products are quality stock, capable service and reliable know-how.*



H. V. LAWRENCE, INC.

The Beautiful Evergreens

Year-round beauty and character mark all the evergreen trees, shrubs and ground-covers.

The larger tree-form kinds include several types of Spruces and Pines, Cedars, Cryptomerias, Hemlocks, the upright types of Yews, and most of the Arborvitae and Retinosporas.

Use these generally away from the house, where they'll have room to develop their mature form and beauty, and in borders and screen plantings.

For exposure to salt seawinds the **Japanese Black Pine** is the one best evergreen tree.

Truly remarkable beauty is found in the **shrub-form evergreens**, and particularly in the broad-leaf kinds which produce masses of gay and lovely flowers or fruits. Old friends and new are in this partial list:

Azaleas in great variety	Leucothoe
Rhododendrons	Laurelcherry
Mountain Laurel	Firethorn (Pyracantha)
Andromeda (Pieris)	Holly, American, English
Abelia (summer flowering)	and Japanese

All these are good around the house or in borders.

We particularly like and specialize in the many varieties of **Scotch Heather**, with its low compact masses of midsummer flowers; the dwarf **Heaths** for very early spring and summer too, and the increasingly popular **Brooms**, for brilliant spring gaiety.

Everyone reads and talks about **Ground-covers**, and justifiably. Their low care permanence, when planted in naturalistic drifts of selected kinds, is most rewarding:

By all means try some (or all) of these:

The Heathers and Heaths	Rock Cotoneaster
Pachysandra (Spurge)	Spreading Junipers
Periwinkle (Myrtle)	Ferns (among the best)
English and Baltic Ivy	Carpet Bugle (Ajuga)
Pachistima	Creeping Thymes
Trailing Euonymus	Bearberry (Wild Cranberry)
Trailing Roses	Cowberry
Honeysuckle	Hardy Candytuft





Roses... everyone's favorite flowers

All types of Roses — Hybrid Teas, Floribundas, Grandifloras, Climbers and bush-form — are at their brilliant best on Cape Cod. Simply give them good deep soil, plant the best grade of plants — (we handle only the top-quality 2-year #1 grade stock) — and then take reasonably good care of them.

More than 80 named varieties of Roses are offered at our Cape Cod Gardening Center. Prices range from \$1.50 for many of the well-known favorites up to \$3.25 for the new 1963 All-America Award Winners such as "Royal Highness" and the brilliant orange-flame "Tropicana".

Plant Hybrid Teas for individual flower beauty; the hardy Floribundas and the Grandifloras for almost constant masses of gorgeous bloom from June to November.

Nearly all today's Climbing Roses are repeat-bloomers, with flowers at frequent intervals all summer and fall.

Save money by buying our dormant plants for early spring planting. After early May use our pot-grown plants, already in bud, planted with no set-back.

Vines of many kinds... a fine investment

Use on walls, fences, trellises, or to cling to masonry.

For flower beauty:

Climbing Roses
Large flowered Hybrid
Clematis
Sweet Autumn Clematis
Wistaria
Trumpet Vine
Fleecevine
Climbing Hydrangea
Honeysuckle

For good foliage cover:

Boston Ivy
Virginia Creeper
English Ivy
Baltic Ivy
Evergreen Euonymus
Dutchman's Pipe
Porcelainberry
Grapes



Flowering Shrubs and Trees

Here are the plants that give the most for the least.

Thoughtful selection — (our competent salesmen will advise and help you) — will give beauty from April to September, many with brilliant fall foliage, and many with colorful fruit attractive to both birds and people. A few suggestions:

For Spring Beauty:

Forsythias
Azaleas
Lilacs
Weigela
Beautybush
Mock-orange
Fragrant Viburnum
Scotch Brooms
Redvein Enkianthus
Dogwood (white and pink)
Crabapples, many varieties
Magnolias
Goldenchain (Laburnum)
Flowering Cherries

For Summer Flowers

Sweetpepper (Clethra)
Buddleia (Butterflybush)
Rose of Sharon (Althea)
Roses — all kinds
Hydrangeas (blue & white)
St. Johnswort
Potentilla (new kinds)
Tamarisk
Pink Spirea
Kousa Dogwood
(June-July)
Scotch Heather

For Fall Fruit and Color:

Viburnums (many kinds)
Corkbark Euonymus
Cotoneaster
Vitex (blue, September)
Roses
Crabapples
Mountain Ash
Maples
Bayberry
Clematis
Blueberries

For Sea-wind Exposure

Rugosa Rose
Beachplum
Bayberry
Tamarisk
Russian Olive
Mugho Pines and
especially Jap. Black Pines

For Hedges

California Privet
Barberry
Cotoneaster
Yews

Also **HARDY PERENNIAL FLOWERS** in great variety. Pot-grown in most cases.

Delphinium, iris, peonies, lilies, phlox, asters, chrysanthemums, daylilies, coralbells, foxgloves, dianthus, columbine, and many others, including a number of the better Herbs.

Supplement these in the flower gardens and borders with **ANNUALS** and **BEDDING PLANTS** for continuous flower color from June to frost. We grow thousands of these, ready May 15 at both the **Gardening Center** and our main **FLOWER SHOP** and **GREENHOUSES**, on Depot Avenue in Falmouth.

TIMELY TIPS for GOOD GARDENING

- Be sure to fertilize your lawns this spring. Tell us the approximate area, we'll recommend what to use and how much. Good idea to feed roses and perennials regularly, too.
- For Crabgrass Control, and this really does it, apply "HALTS" to the lawn as early as possible. It stops the growth of crabgrass as fast as the seeds start to germinate.
- If your soil is acid, and most all soil here is, lawns will benefit by ground magnesium limestone every two or three years, at 50 to 75 pounds per thousand square feet. It's very inexpensive.
- Be careful about Pruning. Don't prune off anything but dead wood on spring flowering plants, or you'll cut off most of the flower buds. Prune those right after flowering.
- Prune Tea and Floribunda Roses early, cutting the stronger canes about half-way down, removing weak and interior shoots down to the base. Prune evergreens so as to keep their natural grace of form. Please do not allow them to be given the too-common square-topping or whiffle-cut shearing. That's "shear horror", and hurts both the plant and the intelligent beholder.
- Control of Insect Pests and Fungus troubles is not too difficult with the right materials at the right time. Our service people both at the Gardening Center and at the Flower Shop will advise you wisely. Caution: use only as directed.
- We supply all your needs in loam, cow manure, peat, flagging for terraces and walks, tried and tested grass seed mixtures, and all gardening tools and equipment.

The Cape Cod Gardening Center is, then, your full-service one-stop source for everything you need to make and keep your home grounds attractive.

We hope you and all your friends will use it, and enjoy the friendly helpful horticultural information that is yours for the asking.

Three main departments, all working closely together, make up the complete horticultural service of H. V. Lawrence, Inc.

The Cape Cod Nurseries and Gardening Center, on Route 28, East Falmouth, (mail address, Falmouth) telephone 548-2492 and 2493.

The Flower and Garden Shop and Greenhouses, Depot Avenue, Falmouth, telephones 548-3126 and 3127. This is the Cape's leading modern flower shop.

The Landscape Department, with offices at 34 Depot Avenue, Falmouth, telephone 548-3126.

We shall be glad to help you, in any possible way.

This is the first of a series of 1963 folders on Gardening on Cape Cod. Others will follow at appropriate times.

We'll be happy to mail them to any of your friends who may be interested.

A complete detailed price list of all our hardy plant materials will be mailed on request.

